EXTERNAL AFFAIRS COMMITTEE
NOACA PODCAST SERIES

External Affairs Committee

July 12, 2019

ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

PREVIOUS ACTION

No previous action on this topic.

BACKGROUND

The division of External Engagement and Public Affairs seeks to expand the Agency's communications and branding of NOACA with a podcast program to support the Agency's services, initiatives and legislative agenda.

BACKGROUND

The goals of the series is to create a platform where:

- Narrative and strategic messaging will be advanced through specific content dialogue;

- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;

- The mission is to grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.

BACKGROUND

- The podcast will be produced in-house at a newly designed Marketing Suite with weekly broadcasts.
- A lineup of topics and speakers will be scheduled two months in advanced in order for cross promotions and marketing to be accomplished.

WHAT YOU'RE ABOUT TO HEAR:

1. OUR INITIAL STEPS TO START A PODCAST?
2. IMPLEMENTATION
3. MEASURING & MARKETING

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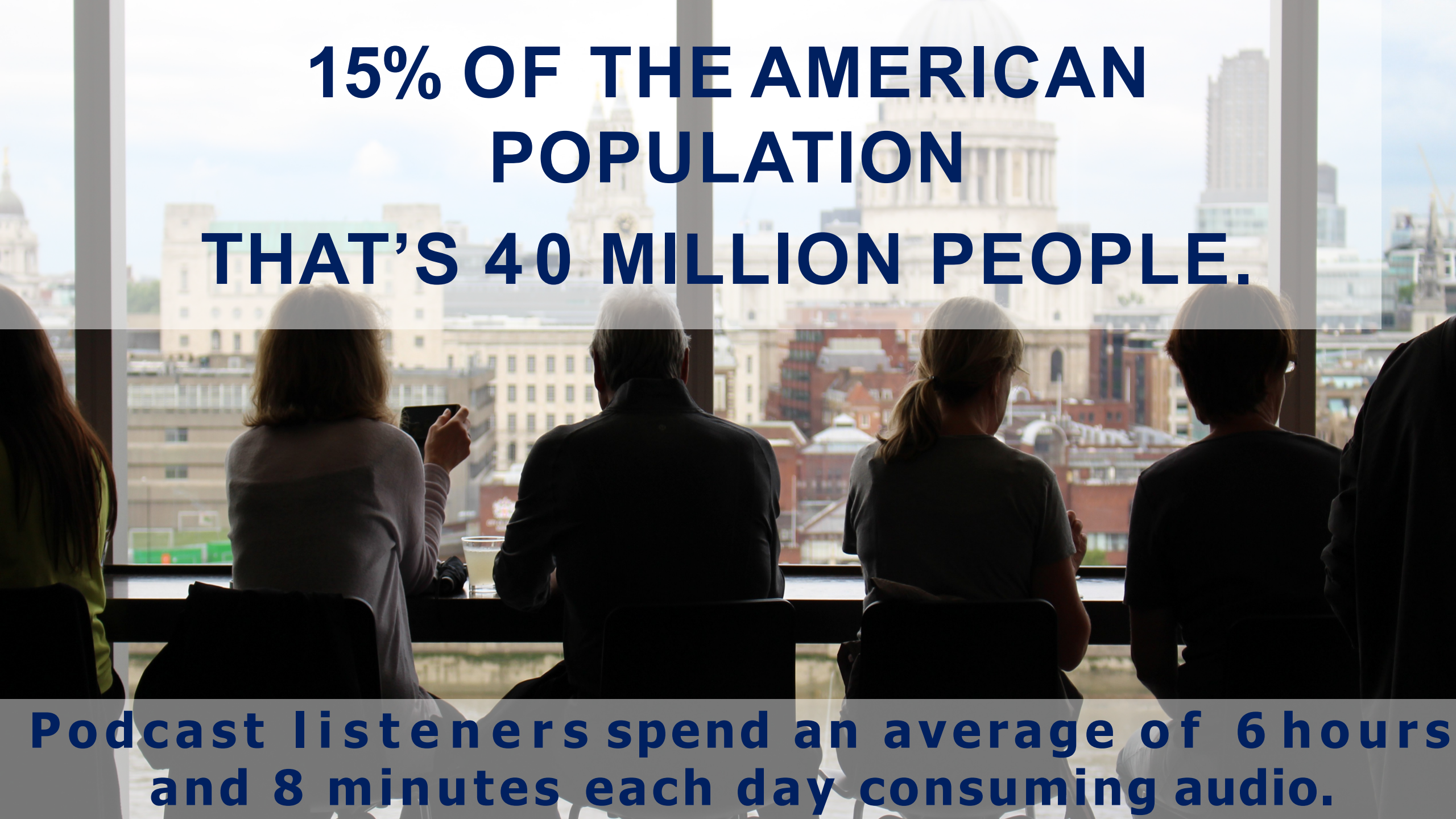
Podcast:

> A digital audio or video file or recording, usually part of a themed series, that can be downloaded from a website to a media player or computer.

- Dictionary.com

WHO’S LISTENING TO PODCASTS?


15% OF THE AMERICAN POPULATION
THAT'S 40 MILLION PEOPLE.
Podcast listeners spend an average of 6 hours and 8 minutes each day consuming audio.

{1} Our Steps to Start a PODCAST

First Steps to PODCAST

- ❑ FEED
- ❑ EQUIPMENT
- ❑ SETUP ROOM

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FEED

- Audio listed in iTunes and other podcast directories;
- File RSS;
- Uploading podcast to NOACA website as a live feed and recorded audio file.

EQUIPMENT

- Microphones;
- Recording software;
- Headphones;
- Furniture.

SETUP

- Marketing Suite Room;
- Remote setup tools;
- Quiet space with red light switch when LIVE;
- Test Recording;
- Create video and music introduction.

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{2} IMPLEMENTATION PODCAST

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SECURE HOST(S)

SECURE GUESTS

6 Month Schedule Weekly Feed

ADVERTISE

Promotions Social Media; Business & Governmental Affairs publications; network audience

MEDIA NETWORK

News /Ad Clips
IHeart Media Marketing Group (Digital Marketing)

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{3}
MEASURING &
MARKETING
PODCAST

How do we market and measure the podcast?

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WEBSITE AND LANDING PAGE FOR PODCAST

UPDATE SEO

TRACK GROWTH IN DOWNLOADS

MARKETING & CROSS PROMOTION

FINANCIAL IMPACT

The proposed budget for an initial set up and monthly network cost is $12,000.

NEXT STEPS

With the help of the External Affairs Committee, we respectfully would like further discussion and assistance:

- **Naming the podcast series by August 30;**
- **Create a list of topics and discussions for External Affairs Committee to review and input by September 30;**
- **View the list of proposed podcast hosts by September 30;**
- **Test and Record 8 broadcasts in October 2019;**
- **Prepare for first podcast to air November 2019.**

Discussion

NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.